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Abstract

This study employed the Model of Technology Preference (MTP) to examine the relationships of variables as antecedents of behaviour intention to adopt Social Networking Site (SNS) for communication especially after considering preference factors. Self-administered questionnaires were distributed to working adults that leads to obtaining 523 valid responses. The data were analysed using Structural Equation Model (SEM) to measure model fit and to conduct structural modelling. Both measurement and structural model showed relatively good fitness indices. The results support the hypotheses that Perceived Enjoyment and Social Presence as Attribute Based Preference significantly affect Attitude Based Preference that also mediates that effect with Behaviour Intention of using SNS. Attitude Based Preference does not have significant effect on Attitude towards using SNS. Then Attitude Based Preference mediates the relationship between Perceived Enjoyment and Social Presence as Attribute Based Preference towards Behaviour Intention. Limitations of this study include the results are not generalizable and it involved only two medium of communication which are Face-to-face (FtF) and SNS. People engaging on SNS development should pay attention in providing SNS features that ensure enjoyment and social presence for communication.

Keywords

Adoption, Social Networking Site, Multiple Technology Preference, Social Presence, Enjoyment.

INTRODUCTION

There have been a lot of research about SNS but mainly they are about user's eloquent investigation, factors that motivates the usage, character arrangement, the function of SNS in social connections and confidentiality and information revelation (Wilson et al., 2012). Currently there is no research that examines the alternative preference that affected Internet users' decision making to adopt SNS. It is crucial to elaborate the dynamic research of Face-to-Face (hereafter, FtF) as compared to Computer-Mediated-Communication (hereafter, CMC) because the decision to adopt CMC is supported if only CMC can convey the adequate communication cues such as FtF's features (Tu, 2002).

Muthitharoen et al., (2011) cited Lee, Kozar and Larsen's (2003) statement that existing frameworks to evaluate user's intention to adopt SNS are now considered inadequate because frameworks such as Theory of Reasoned Action/TRA (Fishbein & Ajzen, 1975), Theory of Planned Behavior/TPB (Ajzen, 1985) and Technology Acceptance Model/TAM (Davis, 1989) did not explain the critical matter of preferences which in the end bounded the widening options that probably constrain or give additional property in adopting the system. There should be a further development of theory to explain the role of preference in determining behaviour attention to adopt SNS. Thus the research questions of the study will address are (1) What are the factors that influence the behaviour intention of SNS adoption given the alternative preference? And (2) How do preference attribution factors affect attitude and behaviour intention towards SNS adoption?

LITERATURE REVIEW

Media Richness Theory and Computer Mediated Communication

Media richness refers to the ability of media to manage differences in orientation frames to set up understanding in a highly regarded compartment and the number of communication cues available within the system (Markus, 1994). It was stated that due to the ability to provide feedback, the number of channels and cues being used, non-verbal back channelling cues, and language and personalization, FtF is “the richest” media; followed by moderately rich other media such as video conferencing and telephone; then CMC that is considered “lean” media; whilst the last one as “the leanest” are memoranda and formal letters. This approach provides contingencies on how one should choose media in order to make messages are delivered effectively. The simple or unequivocal message is sufficient to be delivered by CMC (Daft & Lengel, 1986). CMC is employing interactive mass medium to form messages on online space whereby interpersonal messages are exchanged (Walther et al., 2010). The social interaction using SNS can be described at their very best by exploring the differences and similarities between FtF and CMC. The choice to communicate using CMC rather than FtF can be determined by situational consideration that can be evaluated rationally, for example distance between partnering communication (Trevino et al., 1990), communication system features such as ease of use, adaptability, and flexibility (El-Shinnawy & Markus, 1998), ability to perform parallel communication (Dennis & Valacich, 1999) and contextual issues importance (Rice et al., 1998). In online interaction, verbal cues are replaced by non-verbal cues and are set equivalently reducing the theorem of emotion. Walther (1995) argued what motivates people to have online interaction are similar with FtF: to build impressions, to reduce interpersonal uncertainty, and affinity development. Bicchieri and Lev-On (2007) argued that even though the cooperation in CMC is hard to be established but the communication effect still exists. The existence of communication effect is as a stand point to declare that CMC can replace FtF based on the richness of media chosen to conduct CMC. In order to succeed in both online social context and communication, well-structured interactions, effective dialogue, ease of use, and transparency must be taken into-considerations (Dow, 2008).

Adoption Theory in IS and Technology Acceptance Model (TAM)

A lot of IS researchers examined adoption of system or technology using various models (Konana & Balasubramanian, 2005) and with the focus on individual, groups, organizations and technological features (Jeyaraj & Sabherwal, 2008). It is clear that development of adoption theory in IS area was not static as many scholars challenged previous assesment and came out with more rigourous theories. Jeyaraj and Sabherwal (2008) stated Markus and Robey’s statement (1988) that general IS adoption research mainly discussed individuals’ beliefs such as contextual factors, attitudes, intentions (about the prospective adoption or use of the IS) and adoption or actual usage. Meanwhile Venkatesh et al., (2003) argued that previous IS studies rooted not only in information system but also sociology and psychology explaining approximately 40 percent of the variance in individual intention to use technology. This condition confront IS researches with various models to be employed on their study yet neglecting alternative models. Technology Acceptance Model (TAM) is reliable to describe individual’s predilection in adopting novel technology and it has been extensively used in IS area to explain about adoption due to universality to be applied on several dependant variables (Safeena et al., 2011; Shin, 2009). People expect by using IT they would gain benefit to improve their routine because there is a derivation value from technological usage (Bhattacharjee & Sanford, 2006; Karahanna et al., 2006). Although numerous researches have studied the antecedents of technology adoption, there is a lack of study performed about the role of technology in the daily life of human being. As highlighted by Orlikowski and Iacono (2001) on Jeyaraj and Sabherwal’s article (2008), there is a call for inter-disciplinary research on IT artefacts that affects humans’ life. The study about humans’ preference especially in communication is the conceptualization of inter-disciplinary research. After all, interpersonal communication is the main relationship that bridges the differences amongst people into mutual understanding that is as a ground base of human-related interactivity mode (Goffman, 1967) as cited by Florenthal and Shoham (2010).

The Role of Preference in Adoption Model

As an extension of existing model as in the early proposal, it is vital to add an unequivocal alternative contrast to define preference. Brown (1984) defined preferential decision knowledge as due to existence of superiority, a person favours one thing compared to another thing as an alternative availability. Attribute is something perceived by technology users in using system where they can immediately detect the product’s identity that form their most preferred choice. Cognitively humans value attribute as assessment prior a decision making. Dabholkar’s statement (1994) cited by Muthicharoen et al. (2011) that IS adoption theories failed to explain affective processing system if choices of preferences were neglected, suggested that ATTP and ATRP should have been incorporated into a model that explains both attitude and attribute. ATTP is taken as a whole as estimation of alternatives. They also cited a study conducted by Reibstein (1978) and Bettman et al. (1998) which stated that user’s viewpoint in determining favouritism suggesting the mediating function of ATTP and

Behavioural Intention. When an alternative was estimated to be superior, user would be engaged in an adoption intention of certain system. Thus the relationship between ATTP and Behaviour Attention to adopt SNS can be formulated as follows:

Hypothesis I:

Attitude Based Preference (ATTP) has relationship towards Behaviour Attention to use SNS.

Ajzein and Fishbein (1980) found that attitudes toward a system/technology control intentions and eventually influence behaviour in accordance to that system/technology, as cited by Jackson et al. (1997). Einhorn's idea (1971) as cited by Muthicharoen et al. (2011) formulated the second approach that connected users' preference and with mediating variable of TAM. Alternatives which were compared specifically (ATRP) in early stage allowed user to grow preferences towards alternatives (ATTP) which eventually affected attitude toward using SNS. Hence, by the time user believed that a novel alternative was greater compared to the current one, user would extend attitude toward adopting the new option. Moreover the author proposed the second Hypothesis as follows:

Hypothesis II:

There is a relationship between Attitude Based Preference (ATTP) and Attitude toward using SNS.

The Motivation Theory proposes the intrinsic motivation of an individual's usage behaviour towards information and technology: the perception to just perform the activity without any other external reason or just want to do the action. Perceived Enjoyment (PE) represents intrinsic factor (Hassanein & Head, 2007). Inspiration of building online interaction using SNS included factors of entertainment and convenience that affected SNS user attitudes (Ya & Dong, 2011). Perceived Enjoyment is fun and a bliss factor in exercising communication technology to expand interpersonal relationship which in social context involving hedonic and instrumental purpose separately from whichever performance cost that could be predicted (Parboteeah et al., 2009). Hedonic element can be referred as "enjoyment" (Van der Heijden, 2003), experiential utilization, fun, happiness, and exhilaration (Jeyaraj & Sabherwal, 2008). Study performed by Shin (2007) found that online use is affected by enjoyment for entertainment intention. Perceived Enjoyment as intrinsic factor represented the hedonic element of using SNS. After comparing between traditional FtF and SNS for communication in terms of hedonic factors, Perceived Enjoyment was deemed to shape user's attitude. Meanwhile, Convenience is a customer's perception towards the interaction efficiency with sellers (Choudhury & Karahanna, 2008). Jeyaraj and Sabherwal (2008) emphasized convenience as mobility to conduct online transaction in an efficient way. Other scholars who investigated convenience are Szymanski and Hise (2000), which in their qualitative study; convenience is summarized as browsing easiness, time economization, information availability and satisfactory experience. The perception of Convenience is presumably affecting the Attitude because when people feel convenient, it drives the Attitude in a positive way. By the time users found convenience in one of the criteria that were being compared, eventually the result of comparison constituted the ATTP. This thinking formulated fourth Hypothesis. Short (1976) stated the degree of Social Presence varies in nature of medium in which it is related with salience and recognition of others. The meaning of salience is the relative interaction significance of the others (Kehrwald, 2008). Recognition of others is not solely the issue but more forward to social relation dynamics (Biocca et al., 2001). Tu (2002) cited the importance of Social Presence online interaction by Walther (1992) which is alertness of another person in an interface and the consequential positive reception of an interpersonal relationship. Social Presence is important in enhancing the website's psychological emotions to be human contact alike, sociable, and personal (Yoo & Alavi, 2001). Online interaction needs Social Presence because it facilitates direct and indirect human interpersonal contact and also defines its sociability (Cheung et al., 2011; Gefen & Straub, 2004). Social presence enables a person to be engaged in SNS communication that resembles FtF. The degree of Social Presence eventually influences users' attitude. When given the preferential factors about other's presence, Social Presence is representing and still reliable in defining the ATTP (Flanagin & Metzger, 2001). Thus ATTP is a function of three ATRP as follows:

Hypothesis III:

Attitude-based Preference (ATTP) is a function of Perceived Enjoyment.

Hypothesis IV:

Attitude-Based Preference (ATTP) is a function of Convenience

This understanding shaped the author's last Hypothesis as follows.

Hypothesis V:

Attitude Based Preference (ATTP) is a function of Social Presence.

RESEARCH METHODOLOGY

The study adapted the Model of Technology Preference (MTP) developed by Muthitcharoen et al. (2011) and was conducted in Indonesia. Indonesia is one of the developing countries that has approximately 55 million Internet users (Riza, 2012). This is a portion of 23.14% of 237.64 million of Indonesian population (Badan Pusat Statistik, 2010). Another factor contributing to the rapid growth of SNS is because the Internet presents itself as a real life norm that can be accessed through the cyber world (Media Indonesia, 2011). Wilson et al. (2012), states that for Facebook users, Indonesia ranked as second with 36.6 million users while the first position was the USA with 155 million users. The habit of Indonesians that are keen on using SNS is a challenging call for IS researchers to study antecedents of the behavior intention of SNS adoption because psychologically, individual's intention is being influenced by individual's behavior. Figure 1 depicts the proposed research framework for this study.

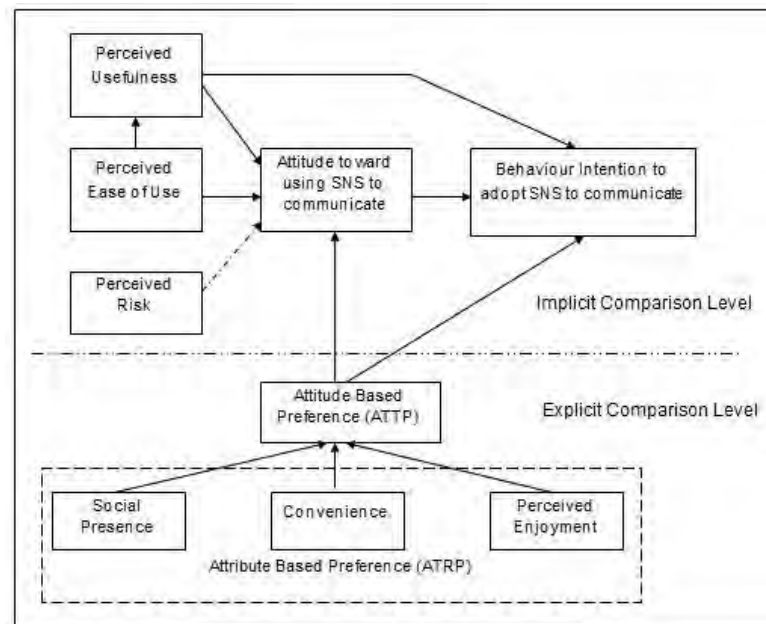


Figure 1. Research Framework. Adapted from Muthitcharoen et al., (2011). Building a Model of Technology Preference: The Case of Channel Choices. *Decision Sciences*, Volume 42, Page 211.

The author targeted SNS users that live in several selected big cities in Indonesia because his/her response would reflect the true behavior in using SNS to communicate. Those cities are the Greater Jakarta (population of 16.3 million people), Surabaya (2.7 million people), Medan (2 million people) and Bandung (2.3 million people) (Biro Pusat Statistik, 2010). Respondents from big cities in Indonesia are considered appropriate for this study since urban people are used to SNS. The sampling method employed was convenience sampling.

To obtain prospective respondent's response, the author distributed the self-administered paper based (PBA) and web based questionnaires (WBA). In order to get conformability that prospective Indonesian respondents understand the questionnaire questions and provide responses accordingly, the questionnaire was translated from English (source language) into Bahasa Indonesia (target language) in accordance with back to back translation (Douglas & Craig, 2007). The questionnaire was divided into three parts. The first part aimed to capture respondent's response on variable's items on implicit comparison model. Structured statements were prepared and respondents gave the desired response by using 7-Likert scale for each statement, starting from 1 describing "strongly disagree" until 7 to indicate "strongly agree". The second part measured the respondent's answers on explicit comparison model. Wording structure was modified to fit the intention of the study to provide alternative preference. As proposed by Muthitcharoen et al. (2011), the modification being constructed from 1 describing the less novelty preference which is FtF to 7 as novelty way to communicate using SNS. The last part aimed to seek respondent's profile. A total of 250 PBA questionnaires were distributed. Out of 250 questionnaires, 233 questionnaires were returned (93.2% success rate). Only 212 questionnaires were usable (90.99%). Employing WBA, a number of 322 responses were acquired with eleven responses being omitted because they did not fit with the criteria of target respondents. Thus a total of 523 respondents were collected and usable rate of questionnaire is 94.23% which is considered good. Table 1 shows the list of indicators which were employed on this study and the sources.

Tabel 1. Employed Indicators and Sources

Code	Questions	Sources
PU1	Using SNS enables me to communicate more quickly.	Muthicharoen et al. (2011)
PU2	Using SNS improves my performance in communicating.	
PU3	Using SNS increases my productivity in communicating.	
PU4	Using SNS enhances my effectiveness in communicating.	
PU5	I find SNS is useful for communication.	
PU6	Using SNS is easier to communicate.	
PEU1	My interaction with SNS is clear and understandable.	Muthicharoen et al. (2011)
PEU2	I find SNS is easy to use for communicating.	
PEU3	Interacting with SNS to make communication does not require a great deal of my effort.	
PEU4	When communicating, I find it easy to get SNS to do what I want it to do.	
PEU5	When communicating, I find SNS is flexible to interact with.	
PR1	While making communication using SNS, my personal information is at risk.	Muthicharoen et al. (2011)
PR2	I would feel totally safe while providing sensitive information about myself to SNS	
PR3	Overall, SNS is a safe place to transmit sensitive information.	
ATT1	To communicate using SNS is a good idea.	Muthicharoen et al. (2011)
ATT2	To communicate using SNS is a wise idea.	
ATT3	I like the idea of communicating using SNS.	
ATT4	Communication using SNS is pleasant.	
BI1	I predict that I would communicate using SNS.	Muthicharoen et al. (2011)
BI2	I intend to communicate using SNS.	
BI3	How likely are you to communicate using SNS?	
BI4	How certain are your plans to communicate using SNS?	
PE1	Which one do you think is more interesting?	Cyr et al. (2007)
PE2	Which one do you think is more entertaining?	
PE3	Which one do you think is more enjoyable?	
PE4	Which one do you think is more pleasant?	
C1	Which one do you think is more convenient?	Szymanski et al. (2000)
C2	Do you spend more time on SNS or FTF?	
C3	Which one do you think is easier to communicate with?	
SP1	Which do you think that has much greater sense of human contact?	Cyr et al. (2007)
SP2	Which do you think that has much greater sense of sociability?	
SP3	Which do you think that has much greater sense of human warmth?	
ATTP1	Overall feeling	Muthicharoen et al. (2011)
ATTP2	Overall attitude	
ATTP3	Overall preference	
ATTP4	Overall positive feeling	
ATTP5	Overall negative feeling	

RESEARCH RESULTS

The majority of respondents are women (52.96%), their age is between 30-39 years old (49.33%) and ethnicity is Javanese (30.98%). Marital status showed that 56.6% respondents are married. For educational background, majority of respondents are bachelor degree graduates (70.6%). While for occupation, 41.68% of respondents worked in banking industry. The majority of the respondents' monthly income is below USD 511.29 (35.37%). A majority of 41.11% of respondents have been using Internet for 6-10 years. In a day, respondents claimed to use the Internet up to 6-10 times (33.46%). Most of the respondents spent 1-3 hours in a day using the Internet

(43.59%). With those time spent for Internet, in majority the respondents spent 1-2 hours (60.42%) for SNS. Out of total 1564 preferred SNS by respondents, friendship type of SNS such as Facebook is the number one with the 29.8%, followed by video type SNS such as Youtube (20.27%), Microblogging such as Twitter (17.26%) and business type SNS as we find in LinkedIn (12.66%).

From Table 2, all the items for each variable show Cronbach’s alpha value to be greater than the threshold of 0.7 as proposed by Nunnally (1978) except for variables Perceived Risk (0.612) and Convenience (0.670). But those values are still acceptable based on Sekaran (2006). On that sense, we still consider to employ those items for further analysis. Based on Standardized Regression Weights: (Group number 1 - Default model) estimated values of several indicators were below the thresholds of 0.6 which were PR1 (0.154), PE4 (0.5), C3 (0.569), SP2 (0.523), and ATTP5 (0.333). Although C2 had 0.582 factors loading, we insisted to keep the indicator because factor loading near 0.6 is allowable especially if the latent variable has few items (Hair et al., 2006). Thus the number of indicators employed were being reduced from 37 items to 32 items. For this condition, the author referred to citation made by Ringle et al. (2012) that Diamantopoulos (2012) allowed single item variable if only the remaining items have acceptable Cronbach’s alpha (Perceived Enjoyment 0.838, Convenience 0.679 and Social Presence 0.832). Further test on Validity and Reliability based on value of AVE and CR showed the results for Convenience construct failed to exceed the threshold of CR (0.583 < 0.7) and AVE (0.414 < 0.5). Based on the result, Convenience construct was being dropped from the estimated model. To clarify fitness indices obtained from the structural model, the same threshold for measurement model was used. Analysis of the measurement model generated a chi square value/df is 2.76, ρ value is less than 0.05, the same result with measurement model result. Several indices showed acceptance level of fitness. CMIN/df, GFI, RMSEA, CFI, TLI and AGFI have values of 2.766, 0.877, 0.058, 0.935, 0.926 and 0.852. Figure 3 depicted the path diagram from structural modelling of the MTP.

The results support Hypothesis I, Hypothesis III and Hypothesis V meanwhile Hypothesis II could not be supported by the result. Hypothesis IV in regards with Convenience could not be analysed in structural model because the construct did not pass the statistical threshold in measurement modelling. Squared Multiple Correlations of endogenous variables ATTP, PU, BI and ATT consecutively are 0.471, 0.656, 0.694, and 0.649. Figure 2, Table 2, and Table 3 summarised the statistical result of the study.

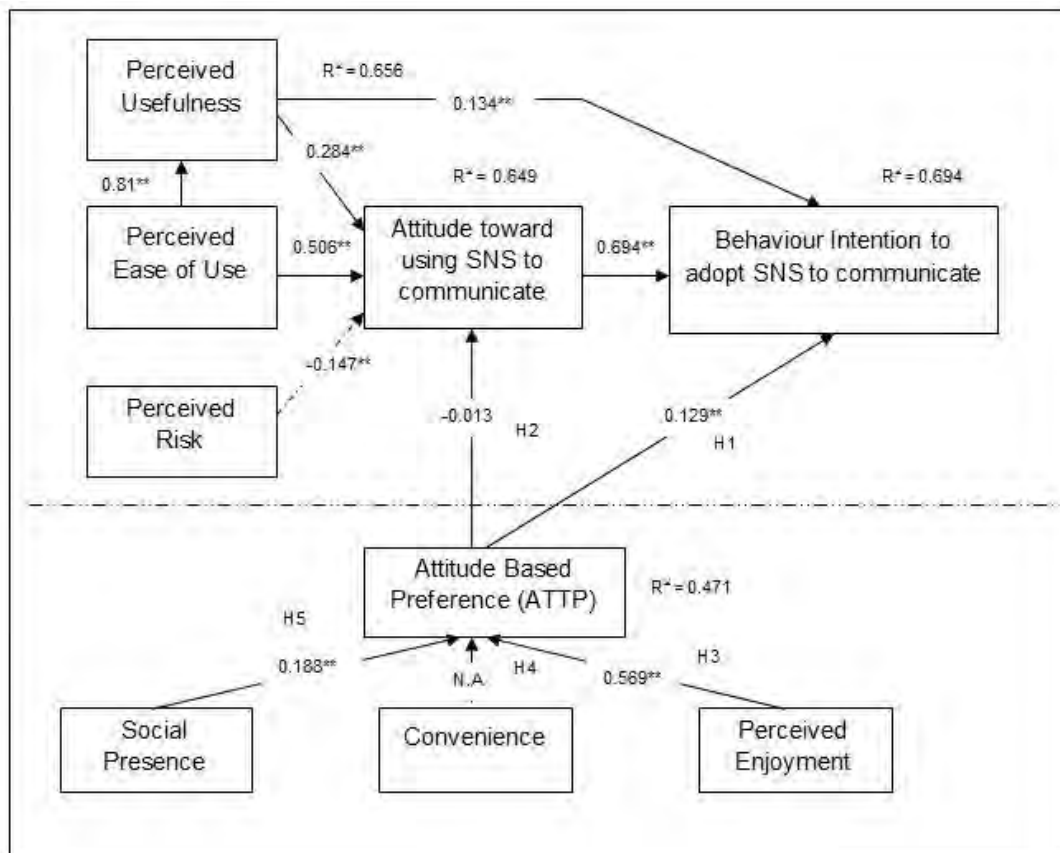


Figure 2: Path Diagram of Structural Modelling of MTP

Table 2. Summary of Statistical Analysis and Correlations

No	Variables	Number of Items	Mean	Std. Deviation	Cronbach's Alpha	CR	AVE	1	2	3	4	5	6	7	8	9
1	Social Presence	3	1.9904	1.15494	0.708	0.833	0.713	0.84								
2	Perceived Usefulness	6	5.3901	1.02505	0.889	0.889	0.572	0.109	0.76							
3	Perceived Ease of Use	5	5.1748	0.96679	0.832	0.836	0.505	0.15	0.803	0.71						
4	Perceived Risk	3	5.3824	1.12517	0.612	0.847	0.735	-0.45	-0.25	-0.32	0.86					
5	Attitude	4	4.9011	1.06523	0.875	0.888	0.665	0.141	0.725	0.769	-0.37	0.82				
6	Behaviour Intention	4	5.0942	1.16167	0.915	0.905	0.707	0.155	0.672	0.699	-0.32	0.819	0.84			
7	Perceived Enjoyment	4	2.8576	1.37977	0.802	0.839	0.635	0.522	0.327	0.31	-0.33	0.322	0.35	0.8		
8	Convenience	3	3.5124	1.42859	0.670	0.583	0.414	0.575	0.462	0.501	-0.34	0.438	0.49	0.843	0.64	
9	ATTP	5	3.3943	1.34303	0.856	0.905	0.705	0.484	0.368	0.353	-0.33	0.309	0.39	0.654	0.777	0.839

Table 3. Estimation for Regression Weight

Hypothesis	Exogenous Variables	Direct Path	Endogenous Variables	Estimate	P	Remark
Hypothesis I	ATTP	-->	BI	0.129	***	Supported
Hypothesis II	ATTP	-->	ATT	-0.013	0.697	Not supported
Hypothesis III	PE	-->	ATTP	0.569	***	Supported
Hypothesis IV	C	-->	ATTP	NA	NA	Drop variable
Hypothesis V	SP	-->	ATTP	0.188	***	Supported
No Hypothesis	PEU	-->	PU	0.81	***	NA
No Hypothesis	PU	-->	ATT	0.284	***	NA
No Hypothesis	PEU	-->	ATT	0.506	***	NA
No Hypothesis	PR	-->	ATT	-0.14	***	NA
No Hypothesis	PU	-->	BI	0.134	0.007	NA
No Hypothesis	ATT	-->	BI	0.694	***	NA

DISCUSSION

The preferential factor is important because it shows favouritism (Brown, 1984). When comparing two alternatives between FtF and SNS to have an interpersonal communication, user uses preferential decision knowledge that labels the product's identity. On this MTP, preference is represented by Attitude-Based Preference (ATTP) as the general evaluation of alternatives and Attribute-Based Preference (ATRP) that shows preference structure involving comparison of alternatives attribution (Mantel & Kardes, 1999; Muthicharoen et al., 2011). ATTP is predicted to have relationship with behavior intention to adopt SNS for communication

because of the superiority chosen between FtF and SNS communication makes user interested in engaging with behaviour intention to adopt SNS (Bettman et al., 1998; Reibstein, 1978) as cited by Muthicharoen et al. (2011). This is the best explanation on the result which supported the first Hypothesis. Unfortunately the inverse result happened to the relationship between ATTP and Attitude in using SNS. As being mentioned by Einhorn (1971) on Muthicharoen et al.'s (2011) article that by the time user perceives that a more advanced alternative was greater compared to the current one, there might be a chance that user expands the attitude to the next level, nevertheless the result showed the opposite way. This is because the preferential factor mediated by ATTP directly move forward to behaviour attention. User believes that after deeming alternative superiority of performing communication between FtF and SNS, there is no urge to formulate another attitude.

As online interaction is a novel way of communication (Walther et al., 2010) hedonic role plays its part in defining user's evaluation towards performing communication via SNS. When users are faced with alternative availability especially with enjoyment, SNS users believe that factors of entertainment exists that finally shape their attitudes (Ya & Dong, 2011). The importance of Perceived Enjoyment in building interpersonal communication and as an extended feature to explain adoption of technology are supported by this research results (Wei et al., 2012; Van der Heijden, 2003). Social Presence has always been the attention of IS scholar in explaining online medium interaction. It is believed that social presence, supported by Media Richness Theory (Daft & Lengel, 1986), is a factor that enables online communication (Biocca et al., 2001; Hassanein & Head, 2007; Walther et al., 2010). In relation with preferential factors, in the early data analysis, variable Social Presence is skewed to left, meaning that users prefer FtF communication compared to SNS. But still the condition enables variable of Social Presence to have significant effect on ATTP. This is because other's presence evaluation is reliable in defining the ATTP (Flanagin & Metzger, 2001). Despite the insignificant effect of ATTP towards Attitude in using SNS and the release of Convenience variable from the proposed estimated model, still the remaining variables successfully explain 69.4 % of variance of Behaviour Intention in using SNS.

LIMITATION OF THE STUDY AND IMPLICATIONS

The result of this study is not generalizable because the sampling method increased the probability for bias to occur because of the sampling method. For PBA questionnaire, greater amount of questionnaires (150 questionnaires) were distributed in the Greater Jakarta. This led to the dominant composition of respondents that came from that area. Appropriate sampling method should be employed such as stratified sampling method in order to really determine the actual users of SNS, as an example to target youth population that are really the true SNS users (Cheung, Pui & Lee, 2011). This study also was unable to deliver the appropriate measurement for Convenience construct since the items employed did not exceed the factor loading threshold and suffered from convergent validity problem. Nevertheless, the empirical and statistical showed that MTP developed by Muthicharoen et al. (2011) was successful to define alternative availability, which are Perceived Enjoyment and Social Presence, to perform interpersonal communication. Users' evaluation of preference formed the special attitude that eventually affect their behavior intention to adopt certain system. As SNS is considered the novel way to communicate (Boyd & Ellison, 2007) they must decide which medium, FtF or SNS, that is preferable for them in term of enjoyment and social presence.

Scholar therefore is advised to use this research framework to perform other studies related to IS area especially for development of adoption theory. Further research can elaborate this preferential factors for other object of IS artifacts to be studied. For example, a study to compare bank customers' preferences between traditional banking and more advance mobile banking for financial transactions was still underdeveloped. As one example, scholars can elaborate the idea of the resistance of bank customers to utilize mobile banking that comes from the valuation of innovation, functional and psychological barriers (Laukkanen et al., 2007; Luarn & Lin; 2005; Yu, 2012). In the area of SNS, many studies can be performed on SNS comparison. Scholar can compare two popular SNSs using the same variables of preference of Perceived Enjoyment and Social Presence and to perform the same task, communication. Interesting comparison would be between Facebook and LinkedIn (Papacharissi, 2009) or Facebook and MySpace (Dwyer, Hiltz, & Passerini, August 2007). Comparison between two SNSs also can be done based on the features contained in each SNS that enable users to have online interaction such as instant messaging, email, blogs, message boards, online forums, bulletin boards, video- and photo- sharing, comment posting and even video conferencing (Cho & Cheon, 2005; Holzwarth, Janiszewski, & Neumann, 2007; Lee, Vogel, & Limayem, 2003; Miranda & Saunders, 2003).

Consequently, SNS practitioners can use the findings of this research for their interest especially to lure SNS users optimize their existence in using SNS. Having known that intrinsic and hedonic factors determine users' special attitude after considering preference, SNS developer can increase the features SNS that bring enjoyment for users. Meanwhile the significance of social presence in explaining adoption of SNS strengthen the capability

of online interaction to bring other's salience. SNS developer should look this as a guidance to enrich the SNS features filled with properties depicting human contact and human warmth such as posting images availability, bring audio-visual features to SNS, etc. Business entities nowadays build Facebook fan page, Youtube video display, LinkedIn page, microblogging Twitter account, etc for business communication via SNS. These SNSs are provoking their customers to have online interaction with them. Based on the results of this study, business entities can explore their SNSs' capabilities in providing features that ensure enjoyment and social presence. Their SNSs must be full of joy and filled with hedonic aspects. While social presence feature can be accommodated by displaying human image, providing online chat interaction and audio visual service. Those feature definitely will lure customers' intention to adopt SNS to communicate with their business partner.

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